



CEO Clubs Network®

# CEO CLUBS NETWORK E-NEWSLETTER

November 2020  
Issue



## The Power of the Community in overcoming the Challenge of 2020

CEO20  
Clubs20



#CEOClsNetwork



جائزة دبي التقديرية للجودة  
DUBAI QUALITY APPRECIATION AWARD



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**#CEOClnbsNetwork**

## 2020, a year of challenges and innovation

**Sarah Dong**  
COO / CEO Clubs Network

Entering a new year always gets everyone excited, as there are new plans and new resolutions. After experiencing the crisis of 2020, we are looking forward to a better growth in 2021.

For the year of 2020, there are so many things worth mentioning. In general it was a year with hope at beginning, got scary from March. The business world was resilient and welcomed the new normal of doing things which brought us innovative ideas and newborn businesses

**Dr. Tariq Nizami, Founder and CEO of CEO Clubs Network** emphasized that as a business community our 1st responsibility is to assist out members and we are happy to see that many members are doing well, in fact that they are not only surviving but many of them also thriving. Technology and innovations has made it possible for us to support our members in getting what they need while social distancing as per protocol



UAE, a lovely country with inclusivity and diversity values set in the place, has been welcoming many CEOs and Entrepreneurs and providing all kind of facilities and support, that is the main reason that we are in a better position in coping with the coronavirus today. Dubai as our regional headquarters, we thank the visionary leadership of **Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed Bin Rashid Al Maktoum** for all the measures taken for protecting us.

We thank our CEO Clubs Members and fans, who continue to give great support in providing solutions and first-hand information to our community especially on the topic of virtual leadership, healthcare, digitalization, investment and financing.



I must thank our members who guide us in balancing physical and mental health sessions, which has added strength and positive energy to our community. CEO Clubs Network plays important role in terms of solutions hub, think-tank and uniting spirit.

In the year of 2020, we hosted 30 webinars, 16 online meetings, 5 offline meetings, supported 16 events. With our technical solution provider, Zoom and Webinarjam, we were able to continue networking and developing businesses. We have witnessed that many members won the contracts through our events and connections. We want to thank our team for their dedication in serving, adding values to our organization. They are tireless in communicating with our members, speakers, making sure events were well set and technical issues have been addressed

In 2020, the most frequent word used in our organization is Innovation. In accordance to the norm of innovation, we created many initiatives to overcome the challenge posed to us by the pandemic. These initiatives include Members' One on One meeting, New Member Orientation, E-Connection, CEO Clubs Ambassador, Corporate Package, Community Solution, Business Opportunity and B2B meetings. We are very happy to our new horizon and new directions, which will strength the community and generate additional benefits to our team

A new era has been waiting for CEO Clubs Community, we will strive to achieve bigger impact on global cooperation, global integration and global collaboration. This then will allow goods and services to freely move, expert and seeker freely connect, business opportunities meet funds, and leaders meet link-minded leaders. Being united is more than anytime.

# CEO Clubs Supports IBMC Gold Convention 2020



The 2020 edition of the **Global Gold Convention**, hosted by IBMC and co-organized by the International Chamber of Commerce UAE (ICC UAE) and the Federation of UAE Chambers of Commerce & Industry (UAE Chambers) & supported by **CEO CLUBS NETWORK**, in hybrid format concluded in Dubai with an unprecedented turnout from 33 countries with an affirmation to digitize and democratize gold trade to achieve the goal of making the UAE the global gold trade hub. There were many panel discussions centered on how to make the Gold industry more secure and accessible to shareholders.



**Dr. Tariq Ahmed Nizami** was also part of the panel discussion with **H.H Sheikha Hend bint Faisal Al Qasimi & H.E Dr. Mohammed Saeed Al Kindi** in which the topic being discussed was “Showcasing UAE’s strength to become the ‘Global Gold Trade Hub’”. **Dr. Tariq Nizami highlighted the importance of creating a business network that is easily accessible to Gold companies.** This in turn will create more transparent trading and realization of business opportunities such as investment, be it in mining activities or refineries or logistics. The event was concluded with the same norm in which everyone participating in the event will aim to make Dubai the Global Gold Trade Hub of the world

## A Timely Solution for Corporate to Thrive in Post COVID-19 Era

The **CEO Clubs Network** is an award-winning organization and one of the most prestigious business platforms in the world. We focus on connecting CEOs & Entrepreneurs to share experiences, explore opportunities, and grow business locally and internationally. With our decade' experience and many enthusiastic members, we are able to help more corporates and their senior executives to thrive in any economic environment.

Under our visionary leadership that dedicates to provide the best solution for business community. The CCP has been introduced during the Covid-19. This initiative aims to offer corporates a timely solution that is cost effective for SME and big Enterprises, which enable companies to achieve sustain and thrive during and post the pandemic



**CCP PACKAGES & FEES**

### TAILOR-MADE SOLUTIONS TO TACKLE THE BUSINESS GROWTH CHALLENGES

- Do you want your Business to Grow?
- Do you want access to a Global Network?
- Do you want to connect with World Business leaders?
- Connect with Business Opportunities?
- Gain the Investment Opportunities?
- Build lasting business friendships and Strategic Partnerships, Joint Venture and more
- CEO Clubs Network will prepare your business for an amazing change...
- CEO Clubs Network will promote and connect your business in most effective way locally and internationally
- CEO Clubs Network will make your Business Grow

### 5 EFFECTIVE PILLARS SET IN PLACE

- A business community with business elites is ready to collaborate
- A remote office that can promote brands and its products/services across globe
- A tailor-made e-connection from Mobile App, Website and virtual events
- A trusted business solution center for business expansion
- A reputed brand with a dedicated team and profound knowledges for years

The CCP take advantage of accessing the business & investment opportunities, increasing business connection, enjoying 360 degrees business supports including business consultancy, brand exposure, marketing your products /services and facilitating business collaboration. CEO Clubs Network will be your idea representative and promote your business, facilitate B2B meetings with our tools and enjoy CEO Clubs Member Benefits

The CEO Clubs Network is an award-winning and one of the most prestigious business platforms in the world. We focus on connecting CEOs & Entrepreneurs to share experiences, explore opportunities, and grow business locally and internationally. With our decade's experiences and many enthusiastic members, now we are able to help more senior executives to thrive in any economic cycle.

For building a broader community and providing benefit as many business leaders as possible, we have introduced the **CEO Clubs Ambassador Initiative**. We believe that CEO Clubs Ambassadors will bring many new members from their connections.



[Read More](#)

Every new member will be a light that brings worldwide opportunities to existing members. If a new member can be another member's client, a partner, or a solution provider, then the existing member could buy services/products from other members in our reputed network. Connections become so easy and it has no boundaries for expanding business. We are proud for our dedication in providing solutions on business collaborations and corporate sustainability.

It is a win-win model for long-term cooperation. Our reward system makes sure our Ambassadors receive good incentives and entitle all the Elite Category Member Benefits. Growing with us is the mission, helping others to grow is the goal. We are building a Business Circular Economy in CEO Clubs Network. Both Ambassador and CEO Clubs Network will work hands-in-hands to achieve community goal - connecting 100 Million CEOs and Entrepreneurs from 188 countries.

## Guideline

The CEO Clubs Ambassador will play an important role in community building and business collaboration. A great candidate will be able to commit to take a good amount of dedication in helping CEOs & Entrepreneurs to achieve business growth and overcome challenges.

- \* The qualified candidate will be appointed as CEO Clubs Ambassador (CCA) for a City of Country
- \* The Ambassador needs to market and promote the CEO Clubs Services including Memberships, CEO Clubs Corporate Package (CCP), sponsorship and other services of CEO Clubs Network in their perspective city
- \* The Ambassador entitles all the benefits as an Elite Member
- \* The Ambassador needs to meet yearly target
- \* The Ambassador needs to pay an annual refundable deposit
- \* The qualified applicant will sign the CEO Clubs Ambassador Agreement and NDA
- \* The Ambassador will receive good incentives
- \* The Ambassadors can support local conferences and other major events (TBC by head office)
- \* All local country/city cost including operation & marketing fee will be the responsibility of the CCA
- \* All Ambassadors must represent and strictly follow all CEO Clubs Guidelines at all times
- \* First Thursday of every month conduct meeting with CEO Clubs Network team

## Highlights of CEO Clubs Virtual Meeting

Last November 4, 2020, we held another successful virtual meeting with the theme “**Exploring Synergies and Collaboration Ideas.**” It is a well-attended virtual event with members across the world, sharing how they collaborate with their fellow members and offer their solutions which are very beneficial and timely.



### Highlights:

- Members were very interacting, sharing how they create business through CEO Clubs Network and how members are open to doing partnerships and discussing potential business collaborations.
- One member from the USA whose main scope is in telehealth and telemedicine attracts one member in UAE from the healthcare industry. It is believed that this is the start of the improvement of the medical inbound travel here in Dubai to create better accessibility and connectivity.
- A member who is a CFO renders his professional services to the CEO Clubs Community and extends an opportunity to invest in equity for a reasonable return.
- Each member offers their services with great value.
- Dr. Mohammed Al Kindi, former Minister for Environment & Water shares an inspirational speech that business now in UAE is moving forward and that he is open to help everyone that needs their assistance.
- A follow up one on one meeting has been conducted after the session.



On the 18th of November 2020, the second session of the members virtual meeting was successfully conducted with the topic “**As a valued member, what you are looking for now?**” Members discussed developing business, finding a partner, looking for an investor, or providing a solutions in their business. It allows their fellow members to work together and learn more from their business perspective.



### Highlights:

- Attended by members from different industries specifically in the Government Sector, Digital Marketing, Telehealth, Oil and Gas, Engineering, Digital Signage's Information Technology and metals manufacturer.
- A service in dedicating people, explains one of our member who offers a consultation on how to come out with this pandemic, offers timely solutions, to brainstorm and to educate business people.
- An interest created to some of our members who wants to expand their business and discover opportunities in Ukraine.
- Her Excellency Nicoleta Teodorovici, Consul General of Romania has actively participated in the virtual meeting and shared her valuable insights to her fellow members. She also discuss the strategic sectors in Romania and opened doors for collaboration among members.

# CEO Clubs Happy Member

The **CEO Clubs Happy Member** aims to create community buzz for an enhanced experience of inspiration and community values. We welcome you to come forward and join this campaign.

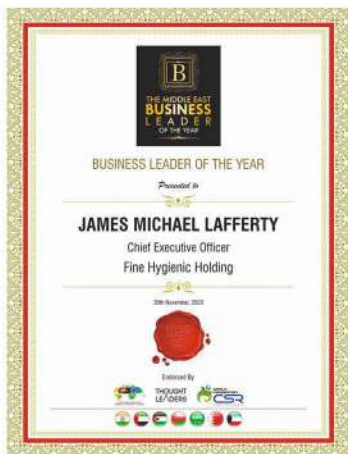


We are amazed by how CEO Clubs Members shared their journey with us so far and how they gain business friends and built relationship through us.

**Mr. Scott Johnson Vice President for Internation Developement at Solercool Technologies.**



*Congratulations!*



CEO Clubs Network is proud to announce that our valued member, Fine Hygienic Holding has won 4 regional awards:



**Business Leader of The Year, awarded to the CEO James Michael Lafferty, Workplace and People Development, awarded to our Human Energy Department, Best Innovative Product of The Year and Best Brand both awarded to our Fine Guard brand line.**

**The CEO Clubs Network is so proud of your achievements!**



# *Congratulations!*



**CEO Clubs Network congratulates our valued member Advanta Seeds for winning the “Best Employer Brand Awards 2020” at the recently held Telangana Employer Branding Awards. The CEO Clubs Community is so proud of you!**



**CEO Clubs Network valued member, Mr. Massimo Falcioni, CEO of Etihad Credit Insurance appointed as the UAE Federal Export Credit as High Commissioner to represent United Arab Emirates at the Grand Assembly of the World Business Angels Investment Forum. Congratulations on your achievement and we are so proud of you!**



**Steelwood Industries, Headed by its Managing Partner Mr. Ghassan Afiouni and a proud CEO Clubs Member won the mid-market category at the The Living Business Middle East 2020. Congratulations on your award and the CEO Clubs Community is so proud of you!**

## DGCX Celebrates 15th Year Anniversary

**Established in 2005**, the DGCX today stands as the largest and most diversified derivatives exchange in the Middle East, providing guaranteed settlement and reduced counterparty risk through the Dubai Commodities Clearing Corporation (DCCC), a 100% owned subsidiary by DGCX.

Over the last 15 years, the exchange has traded a total volume of 154 million lots and total value of USD 4 trillion. The exchange trades between \$2 – \$3 billion per day of underlying notional value in four asset classes: FX, Equities, Hydrocarbons and Metals.

**Ahmed bin Sulayem, Chairman of DGCX**, said: “For many years now, Dubai has long been recognized as a leading international hub for trade, especially in gold and physical commodities. While this year has been particularly challenging due to the global pandemic, there remains room for optimism and we are grateful for the local government taking strong action to mitigate the impact. In an environment in which developments such as the pandemic or Brexit require robust hedging strategies, DGCX is proud to continue to be a vital part of the UAE’s growth, helping drive liquidity in the market and strengthening Dubai’s position on the world map for FX and equities trading. Additionally, Dubai’s strategic location means that it has retained its place as one of the most attractive places in the region, and indeed the world, to do business.”

**Les Male, CEO of DGCX**, said: “For fifteen years, the DGCX has fulfilled its role as a pioneer in the development of the region’s derivatives marketplace, providing members with a wide range of products to manage their risk effectively – and we recognize how important this is during periods of uncertainty. Our contracts have opened doors for traders in the US and Europe by providing offshore access to specific regional markets such as India, one of the largest bullion-trading hubs in the world. Going forward, we are excited to part of the country’s future growth, as we look to build upon the United Arab Emirates ability to innovate as a leading hub between East and West.”

(Reference: <https://www.dgcx.ae/news/>)



Since inception, the DGCX has achieved several market-first milestones. In 2018, the exchange launched the Middle East’s first-ever Sharia Compliant Spot Gold Contract, which has seen record trading. The exchange has also widened investor participation and enhanced liquidity in the market while remaining the largest global liquidity pool for Indian Rupee (INR) futures trading. Most recently, the DGCX launched the Weekly INR Futures Contract including the three FX Rolling Futures contracts, Euro, Pound Sterling and Australian Dollar against the US Dollar, to provide market participants with short-term hedging opportunities.

In line with the exchange’s vision to become the Exchange and Clearing House of choice for the GCC, the DGCX continues to be focused on partnerships that will improve and upgrade the quality of its products and services and expansion of our member base community.

### **About DGCX:**

The Dubai Gold & Commodities Exchange (DGCX) is the region’s leading derivatives exchange and has played a pioneering role in developing the regional market for derivatives trading, clearing and settlement.

The DGCX owns and operates the region’s largest and only multi-asset Clearing House – Dubai Commodities Clearing Corporation (DCCC). DGCX & DCCC are regulated by the Securities & Commodities Authority (SCA). It is recognised as a licensed Central Clearing-Counterparty (CCP) by SCA and a Third-Country CCP by European Securities Markets Authority (ESMA).

## Bringing efficiency and competitiveness

After the merger of the UAE Insurance Authority under the UAE Central Bank, Al Morekeb Al Ta'mini magazine had the chance to discuss with **Mr. Aftab Hasan, Chairman of Risk Exchange (DIFC) Limited**, the reasons and initiatives behind this merger, and how it will affect the local insurance market.

**What could be the rationale behind this merger decision? The initiative is taken to improve the efficiency of the insurance market and the wider financial sector. But in almost all mature markets the insurance regulator is kept independent of the central banks for better efficiency. (This is not to criticize or question the government decision). What's your view?**

We must understand the concept behind this merger or integration. There is a trend during the past few years in most of the developed markets where the implementation of consolidated financial services regulation is taking place primarily in banking and insurance and often securities within several countries. Although, each sector is having its own regulator with a lead regulator based on its principal activity (mostly banking) for overseeing the entire sector's operation and ensuring coordination of responses among functional supervision. For example, Australia, Bolivia, Canada, Cayman Islands, Columbia, Denmark, Japan, Norway, Peru, Singapore, Sweden, United Kingdom have had consolidated regulation for several years with responsibilities for consolidated functioning & oversight of banks and other financial institutions. Plans for the creation of such regulation are underway in Estonia and the Netherland as well where they have decided to establish a Council of Financial Supervisors consisting of supervisors of the banking, insurance, and securities sectors. Although, yet no international consensus has been reached on such a consolidation due to some sector-wise variation on functional regulation.

**How will this consolidation of the regulatory authorities help the growth of the insurance sector? (Earlier IA was brought under SCA).**



**Mr. AFTAB Hasan**  
CEO  
**Arya Insurance Brokerage**

It is imperative that the regulatory changes aim to bring efficiency and competitiveness in the financial markets and the economy. We should know that each sector has its exceptionally individual functional core activities, but their areas of coverage often have serious overlap in terms of functional behavior although their policies may vary. Here the moot point of consideration is whether a final public policy concern with the existing regulatory structures are appropriate to have an integrated financial world. Although my assumption for such a move whereas earlier was announced to bring IA under SCA is based on the recent analysis of the stark reality which exists after the covid-19 crisis which has severely affected the economy across all sectors; might have led to this consolidation or integration which is both compelling and obvious.

**Will this merger encourage fair and effective competition among the insurance companies to provide efficient services and competitive pricing?**

In my opinion, the financial services industry is pushing for reform to meet competitive pressures. We often observe that similar insurance products and services are offered by the banking sector in the name of bancassurance or insurance bonds through the security market in the same market space whereby these institutions in one sector create systemic risk exposure for another sector. We all know that all these institutions in competing sectors have similar strategies for growth and development in the market which is combining in ways that make it difficult to distinguish between a bank and an insurance company. Hence, in my earnest opinion all these institutions coming under one regulation will have a candid clear legislation for the functionalities of offering their individual products and services in order not to stand on each other toes which are counterproductive and also against the notion of this exercise of bringing all financial sectors under one roof..

## Bringing efficiency and competitiveness

**What the specific benefit will be there for the insurance industry with the transfer of all powers to the Central Bank?**

The UAE Government has decided to merge the country's insurance authority with the Central Bank of the UAE and transfers all operational and executive powers to them with the objective of bringing efficiency and competitiveness in the financial markets and the economy at large. As we

all know that any services in general and financial services in particular lie at the center of all developed economies whereas in the current circumstances financial services need innovation and production efficiency which are essential to continued economic development. But again, the issue is how integrated this financial service fits into this evolution and we have to wait and watch whether it poses unacceptable risks to consumers and the financial system.

**Does this means new licensing norms will be formulated to allow more players in the market or bring in new solvency capital requirements to restrict the number of players, which will ultimately give rise to the much-needed consolidation?**

This depends upon whether governments will adjust fast enough to minimize possibilities of systemic and substantial consumer harm and whether their adjustments will be no more onerous on business than necessary. These are some of the factors which will influence the decision based on a subjective understanding of the market once it is integrated fully and implemented with all stakeholders. I don't think in immediate effect they should do so any changes on the licensing norms as the market have already evolved to bring the new solvency capital requirements laid down by the Insurance Authority of UAE with the aim to foster the best governance practice including tougher rules regarding minimum capital reserves for insurance companies as part of a drive to support the regulatory framework for new risk-based capital.



**Who will be the ultimate gainers? Customers, the industry, or the economy?**

The market will determine whether financial regulatory integration makes good business sense and if so, the optimum operational structure is achieved or not as one size does not fit for all? As I said earlier, we have to wait and watch whether this integration or merger under central bank will lead to economies of scale or scope or greater efficiencies these are some question which cannot be answered with certainty at this time. We are observing that the financial volatility has migrated to the insurance market where investments and capital reserves have been eroded. Hopefully coming under tougher regulation, my belief is that Central Bank will compel insurance companies to review and restructure their businesses and ultimately undergo mergers and acquisitions (M&As) if they fail to pass through the litmus test under the new financial solvency law. UAE insurance market is largely fragmented with small companies competing against each other, the insurance industry needs further consolidation to help create stronger companies capable of competing in the market. In my opinion, the prime objective of an insurance company is to be engaged in insurance activities and not to undertake any other activities unless they are complementary or necessary. Similarly, this applies to banking and securities sectors as well not to carry out non-banking business if it is not corresponding to their core competencies unless the business is complementary or necessary for them to support each other sector.

*(Reference: Al Morekeb Al Ta'mini magazine )*

## Fine steps up Covid-19 fight with new product range



an extended period of time. We are taking things to the next level in terms of performance and protection with these products.”

All products in the range incorporate an anti-viral technology from New Zealand which forms a long-lasting, non-toxic, antimicrobial coating that safely bonds to skin and protects against bacteria and viruses.

**Fine Hygienic Holding (FHH)**, a world-leading wellness group and manufacturer of reusable protective masks and hygienic paper products, has reinforced its position as the number one brand in long-lasting germ protection with the launch of a new range of products which will enable consumers in the UAE market to protect themselves against pathogens.

FHH is taking germ protection to the next level with the new range. Fine Guard PureHands is a hand sanitizer which provides 24 hours protection with just one application and Fine Guard Pure Surfaces is a surface disinfectant offering 21 days of protection. The new range is just part of an exciting pipeline of environmentally friendly products which provide protection against germs and pathogens.

**FHH CEO James Michael Lafferty said:** “At Fine Hygienic Holding we take our responsibility to our communities and wider society very seriously. This latest range of products is another line of defence that we are providing for the UAE market from parents at home looking after their loved ones through to the workforce powering the economy, they can all take confidence in this new range.”

Lafferty explained the benefits of the new products to households in the UAE. He said: “Many of today’s disinfectants stop working a matter of minutes after application. This dynamic creates little peace of mind and necessitates continual disinfection to ensure safety. Now with Fine Guard technology, a consumer can “Fine Guard it and forget it,” and know their families are protected for

All products are made in partnership with Zoono, a reputed international brand that develops, manufactures, and distributes a suite of proven, long lasting and environmentally friendly antimicrobial solutions.

Fine Guard PureHands is the only US FDA-approved hand sanitizer that is proven to kill 99.9% of germs and viruses and provides 24-hour protection with just one application. Alcohol and toxin-free, the product is 100% safe and suitable for adults and children, with dermatological testing proving it suitable for all skin types including delicate and sensitive skin.

Fine Guard PureSurfaces is the only surface disinfectant that provides a 21-day protection from germs and viruses. Clinical testing proved the product kills 99.9% of germs and viruses, and the alcohol-free, non-toxic spray is safe to use around food.

**FHH already supports the UAE market through its extensive range of Fine Guard reusable masks and gloves which incorporate a Swiss textile tech, and other hygienic paper products including tissues, paper towels, nappies, and more**

(Reference: <https://www.cleanmiddleeast.ae/>)

## Inside the company keeping the wheels of UAE trade turning

**How Etihad Credit Insurance is supporting UAE's businesses maintain trade deals in unprecedented times**



Global economy and trade are under immense stress as they battle with the consequences of the coronavirus pandemic.

**Massimo Falcioni, the CEO of Etihad Credit Insurance (ECI), the UAE Federal export credit company,** tells Arabian Business how the UAE has been supporting businesses, and specifically SMEs, to trade in these difficult times.

ECI's role, said Falcioni, is to support UAE exporters and businesses by providing protection against commercial and political risks and easing companies' access to funding. Given all the challenges UAE's businesses have been dealing with this year, ECI is filling a valuable gap, he added.

**How has coronavirus impacted global and regional trade this year?**

We are facing unprecedented times in the economy. The last estimate from the International Monetary Fund (IMF), which was in August, indicated that the global economy is expected to contract by 4.9 percent. This estimate was before what is happening now with the second wave of coronavirus cases in many countries.

Furthermore, the IMF foresaw an 8 percent decline in GDP in developed countries so it is a big hit in the economy. This is immediately mirrored in an impact on global trade.



**Massimo Falcioni**  
**CEO of Etihad Credit Insurance (ECI)**

In fact, the estimation for 2020 from the World Trade Organization (WTO) is that the global volume of trade might contract by 18.5 percent in the best-case scenario. In the worst-case scenario, if in winter there is another global lockdown, we go up to 32 percent of contraction of global trade.

**Was the UAE's trade experience in line with these results?**

Of course, we contracted and of course, our exporters were impacted by the reduction on demand. I would say this was not only because of Covid 19 but also because of other elements which were already in the economy before the pandemic.

**Can you list a few examples?**

There were trade tensions between two major economies, the US and China, which impacted the global economy. We saw also a fluctuation of currency especially since some neighbouring countries, such as Turkey or India, experienced huge currency volatility against the dollar. We had also assisted previously in some fiscal consolidation of a few neighbouring countries and some countries abroad. Last but not least there were some geopolitical tensions in Greece, central Europe, and Asia and there was Brexit as well.

## Inside the company keeping the wheels of UAE trade turning

### How did the UAE, through Etihad Credit Insurance, support trade in this difficult scenario?

Our main goal was to generate confidence since such situations tend to create a lack of confidence in global trade.

What we started to do as the federal credit agency of the UAE is we created guarantees to support sellers in selling in open credit terms: not on a cash basis, not on a letter of credit but through our guarantees. This creates trust with buyers. In case non-payment occurred, we would support the exporter. Secondly, we started to work with banks. Almost 90 percent of global trade is financed so trade finance is a very important leverage to have for successful exporters.

### Can you further elaborate on the importance of trade finance?

Having a good product or service is just half of the story: companies need to have proper insurance and financial support to succeed globally.

So we started connecting with the banks and providing ourselves as a guarantee for them to trade finance. The WTO and the International Chamber of Commerce estimated the global trade finance gap to be between 2 trillion and up to 5 trillion dollars. This could create a problem during the post-Covid recovery period because without that finance, the economy will not accelerate and trading will not be there.

This is where we in the UAE tried to fill the gap by providing guarantees for the banks. The guarantee set means they can fund exporters and we guarantee the banks will be repaid in case something does not go as expected.

(Reference: <https://www.arabianbusiness.com/>)



### How has your experience working with SMEs been?

It's not easy. The first thing we did was to develop partnerships with associations that would help us educate SMEs. For example, we partnered with the Chambers of Commerce in Abu Dhabi, Dubai, Ras Al Khaimah and Fujairah as well as with Dubai Export to create workshops and webinars for SMEs on how to be competitive in the global environment.

The major issue is a lack of education in the sense that typically SMEs are small and usually the founder is also the CFO, the credit manager, the risk manager... is everything. They are very passionate and good in the activity they do but sometimes they lack expertise in the financial instrument part. We fill this gap.

Also, they think it is difficult for them to access bank funding and that we would not be interested in supporting them which is not the case.

They think they don't need credit insurance but the reality is that for them to be competitive in trade, they need to be able to extend credit and not ask their customers to pay through cash or letter of credit. To do that, you need to have the proper information and you need a lot of expertise so we provide these gaps.

### How has the response from SMEs been?

The response from SMEs is there but, to be honest, it should be bigger. Despite us doing a good job and launching a product online specifically for SMEs last year, only a few SMEs are approaching us. We will, however, continue to do our promotions tirelessly through the support of our partners.

## UAE is again primed for return of medical tourism

As we gradually inch towards a year of living with COVID-19, our world has undergone a stark metamorphosis from what it was. The healthcare sector, like any other, has had to reassess its priorities, make constant adjustments to suit the shifting patterns, and model itself as per the needs of the day.

Among the many casualties it faced was the severe setback – and often a complete pause – of medical tourism due to travel restrictions and patients' fear of hospital visits.

Fortunately, emerging from the pandemic we can now witness an early revival of medical tourism. I speak for the UAE in particular, where astute decisions to curtail the virus and effective precautionary measures have catalysed the revival.

Building on this, the UAE is creating a reliable eco-system favourable for medical tourism to thrive once again. Having said that, we will probably see a slightly altered version to suit the situation.



### Saturation testing

Among its biggest feats, UAE's decision to make private hospitals COVID-19-free has been instrumental in bringing about this change. When we look at other preferred medical tourism destinations in pre-pandemic days, we see a clear contrast between their approach and the UAE's, giving the country an edge.

The structured, practical, and assertive approach that UAE took has set an example for the rest of the world.



**Dr. Raza Siddiqui**  
**CEO, Arabian Healthcare Group**

Aggressive screening, combined by stringent SOP protocols set the ball rolling, with approximately 80,000 to 100,000 people being screened across the UAE on a daily basis.

### Keep them apart

Asymptomatic patients who tested COVID-19 positive were immediately quarantined either at home, or in apartments and hotels supported by the government. This ensured that there was lesser traffic of these patients in hospital premises. And ICU beds were not unnecessarily occupied – a contrast from neighbouring countries where majority of ICU beds housed COVID-19 patients.

Moreover, a few government hospitals and select private hospitals in the UAE were designated to treat patients, leaving the rest COVID-19-free to handle other patients.

### A confidence inject

This last measure in particular was tremendously important in re-building patients' confidence in visiting hospitals again. Already, we're observing a revival in hospital visits, with people approaching for regular consultancy, surgeries and other primary and tertiary care.

Paediatric care, for example, which requires regular monitoring had suffered under the pandemic, but now we can see people returning to book appointments.



## UAE is again primed for return of medical tourism

### Support systems

These measures have been crucial in building confidence among international patients as well. Airlines are also gradually returning to business-as-usual – or as close as possible – keeping all SOPs in place, while hotels are practicing stringent hygiene control following international best practices.

Likewise, malls, F&B and other entertainment industries are back in business, creating a much-needed tourism eco-system. All this is contributing to an environment giving a boost to medical tourism in the UAE. In RAK Hospital itself, we have seen an increasing number of medical tourists and enquiries in the past month.

Further, the emergence of telemedicine as a key communication tool to promote medical tourism cannot be underlined enough. With the world shifting to virtual platform amid travel restrictions, telemedicine surfaced as the primary means to forge a regular contact between patients and healthcare professionals.

*(Reference: Gulf News)*



### Slow build up

I have always believed that a large number of medical tourists need not travel but use telemedicine for initial procedures. In this context, we have already begun free tele-consultation to familiarise medical tourists with this route.

Doctors, too, are actively using the platform to showcase their work through virtual CMEs further cementing the confidence in telemedicine. Given time, this may convert into a profit-making prospect.



### Great news!

**The United Kingdom has just announced a travel corridor with the UAE - starting this Saturday - meaning no self-isolation for our UK friends when they return home. Looking forward to seeing you soon.**

## DUBAI - GATEWAY TO GOLD & COMMODITIES TRADING

Considering developing and entering new market for your gold and commodities trading business, think no further. Dubai offers facilities and innovative solutions for a successful gold and commodities trading business - the best fit for expanding the your business.



### Helping you through the entire value chain

Gold has always had a significant place in the Dubai economy. Over the couple of decades Dubai has been nicknamed the City of Gold and this all started back in the 1940's with the Gold Souk.

In a view to developing the gold industry and market further, Dubai has come up with a number of innovations and creative measures to encourage more companies to set up their base in Dubai.

The Dubai Multi Commodities Centre (DMCC) provides a conducive environment for your gold business to thrive and succeed. The DMCC serves the entire value chain from research, refining to trading and investing.

Establishing and positioning your business in one of the most thriving gold market will allow you to access the innovative infrastructure in the gold and precious metal sector, & gain a competitive edge in the market.



**Joseph Jolicoeur / Managing Director  
Plus Consulting & Services International FZE**

### DUBAI GOLD MARKET WATCH

The landscape for wholesale gold trading is quite complex and constantly changing. Positioning yourself in one of the most evolving market definitely provides considerable advantages. In 2019, the value of trade for gold in Dubai was around US\$ 46 billion (AED 170 billion) and this trend is likely to continue despite slow decline due to the covid-19 pandemic.

### Establishing your Gold and Precious Metal Business in the DMCC

Situated at the heart of Dubai, the DMCC is a key location for business trying to gain advantage of the sophisticated infrastructure and innovative solutions in the gold and precious metal sector.



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## MIDA approves RM65.3 bil manufacturing projects in Jan-Sept 2020

Malaysia recorded RM65.3 billion worth of approved investments in the manufacturing sector for the first nine months of this year, an increase of 16.6% compared with RM56 billion in the same period last year.

**The Malaysian Investment Development Authority (MIDA)** said in a statement today the total investments approved were mainly in petroleum products including petrochemicals (RM15 billion), basic metal products (RM14.5 billion), electrical and electronics (RM7.7 billion), machinery and equipment (RM5.8 billion), and chemicals and chemical products (RM4.5 billion).

These investments, along with food manufacturing (RM3 billion), transport equipment (RM3 billion), as well as scientific and measuring equipment (RM2.1 billion), made up 85% of total approved investments for the sector.



“Compared with the corresponding period last year, domestic direct investment (DDI) in the manufacturing sector saw a leap of 45.5% to RM25.9 billion during this period, while the value of approved foreign direct investments (FDI) increased by 3.2% to RM39.4 billion,” MIDA said.

The states that recorded the highest total approved investments in the manufacturing sector are Sarawak, Sabah, Penang, Selangor and Johor, which collectively contributed RM51.3 billion.



Meanwhile, the leading sources of FDI for the nine-month period were China, Singapore, Switzerland, the United States, the Netherlands, Thailand, Japan and South Korea.

These eight countries jointly accounted for 91.4% or RM36.0 billion of the total FDI approved in the manufacturing sector.

**MIDA has also been attracting quality investments in capital-intensive, high-value-added and high technology projects.** This was reflected in the increase of capital investment per employee ratio to RM1.28 million in the first nine months of the year from RM1.04 million during the same period last year.

The agency also said the projects approved would generate 51,172 jobs for the country, which included 1,040 electrical and electronic engineers, 963 mechanical engineers and 331 chemical engineers.

“In addition, the approved manufacturing projects will also require about 5,499 skilled craftsmen such as plant maintenance supervisors, tools and die makers, machinists, IT personnel, quality controllers, electricians and welders,” it said.

(Reference: <https://www.theedgemarkets.com/>)

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**Mahmoud Akrin**  
CEO  
GoBazzar



**Founder and CEO Mr. Mahmoud Akrin** an MBA Graduate and an Entrepreneur has a background in Traditional Agro Trading who is passionate about Technology

**GoBazzar** is the first Project of Mr. Mahmoud in the Technology Arena



To make it as a one stop solution for consumers to make informed decisions on their purchase journey for all their products needs



**GoBazzar is a comparison-shopping website** that manages the portfolio of online shopping brands. It allows individuals to search & view lists of products offered by different merchants on one website.

**GoBazzar helps consumers to compare prices online** by carting items from stores across the web, through GoBazzar, shoppers can use filters to change or modify their search results and compare prices online in order to **get the best products and price deals.**





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## CEO Clubs Exclusive Webinars & Meetups

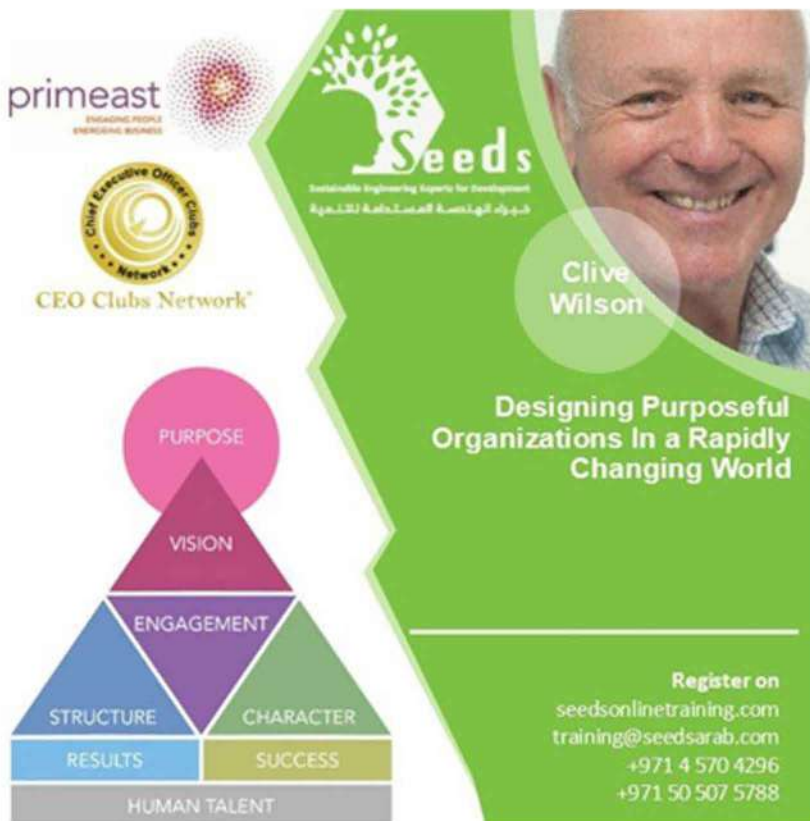
 CEO Clubs Member Virtual Meeting on **9 December 2020**

 CEO Clubs Network Presentation & Virtual Networking on **15 December 2020**

 CEO Clubs Member Virtual Meeting on **16 December 2020**

 CEO Clubs Network Presentation & Virtual Networking on **22 December 2020**

## CEO Clubs Supports Seeds Online Workshop: Designing Purposeful Organizations in a rapidly changing world in 7 weeks



The graphic features a green background with a white tree logo and the text 'Seeds Sustainable Engineering Experts for Development' and 'مركز الهندسة والابتكار والتنمية'. A photo of Clive Wilson is shown. Below the photo is a pyramid diagram with levels: PURPOSE, VISION, ENGAGEMENT, STRUCTURE, CHARACTER, RESULTS, SUCCESS, and HUMAN TALENT. Logos for primeast, CEO Clubs Network, and Chief Executive Officers' Network are also present. Contact information for registration is provided at the bottom right of the graphic.

Register on  
seedsonlinetraining.com  
training@seedsarab.com  
+971 4 570 4296  
+971 50 507 5788

We live in a world that is evolving rapidly. Employers are already recruiting for jobs that will require skills that are not yet known to them, let alone to those working in education to prepare their future workforce.

In this workshop, we will examine a simple but robust framework for understanding the changes and challenges we face. We will also examine how the United Nations Sustainable Development Goals (UN SDGs) can be used to inform strategic scenario planning and how organisations are able to align everything they do to an inspiring purpose that supports the needs of humanity and the world we inhabit

**Date: January 14th 2021 /  
Every Thursday 5.30pm to 8.30pm  
for 7 weeks**

**For Promotion Coupon Code Contact  
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+971 4 346 1112**

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CEO Clubs Network

# CEO CLUBS MEMBERS VIRTUAL MEETING **CEO20 Clubs20**



## TOPIC: **WHO DO YOU LIKE TO CONNECT AND WHERE THEY ARE FROM?**

**Wednesday, December 9, 2020** **4:00 PM (UAE Time)** **Zoom**

**GoBazzar** is a comparison-shopping website that manages the portfolio of online shopping brands. It allows individuals to search & view lists of products offered by different merchants on one website.



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**#CEOClubsNetwork**





**CEO Clubs Network** is a corporate, membership-based, international business organization with members from various industries and chapters across globe. We focus on connecting CEOs & Entrepreneurs to share experiences, explore opportunities and grow business locally and internationally. We integrated our services to be compatible with both corporate and its senior executives, with our unique experience and effective tools, we are able to offer custom solutions to CEO and decision-makers, as well as marketing member' products/services

The Regional Headquarter, CEO Clubs UAE is directly runs under CEO Clubs Network, is more than 14 years with 600 high profile members plus 3000 affiliations. Our organization enjoys the patronage of His Highness Sheikh Juma Bin Maktoum Juma Al Maktoum from Dubai Royal Family. Our excellent team creates diverse events with high profile figures, multi-cultural atmosphere, interesting topics and strong networking reach. Therefore, we are proud of have received the Dubai Quality Appreciation Awards Cycle 2017, presented by the His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of United Arab Emirates and Ruler of Dubai.

- We are passionate about our services below
- \*Executing the best service for our Members
- \*Providing maximum exposures to our Sponsors
- \*Giving extraordinary values to our Clients for their Corporate Events
- \*Serving our partners with our success model in CEO Club Franchising
- \*Providing integrated solutions to our Client who are looking for advice
- \*Offering unique opportunity to investors to grow together

## MISSION

CEO Clubs Network creates the most effective business platform for CEOs and Seniors Executives to share experiences, explore opportunities and grow business locally and internationally.

## VISION

The Best Business Platform for CEOs & Decision makers worldwide.

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